

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series.

Co-Organiser

**SUCCESS**  
中小企業支援與諮詢中心  
Support and Consultation Centre for SMEs

**HKTD  
SME Centre**  
中小企服務中心

**SMEOne** **TecONE**  
中小企一站通

**erb**  
僱員再培訓局  
Employees Retraining Board

## Seminar

# "Guide to start an online business and the importance of ESG for enterprises"



### Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) on or before  
12 September 2024 (Thu) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Shopping habits have changed drastically in the post-pandemic and digital era, with more people engaging in online shopping. This seminar will explain the preparations for starting an online business, introduce the online marketing campaign models and their successful factors. The seminar will also explore the implications of Environmental, Social and Governance (ESG) to business starters, with a view to assisting SMEs in understanding the importance of ESG for enterprises.

## Details



Date: 12 September 2024 (Thu)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs  
of the Trade and Industry Department (SUCCESS)  
Room 1301, 13/F, Trade and Industry Tower,  
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr Sammy Kwok**, Registered Trainer, Employees Retraining Board